

# Melanie Joy Sims

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## Experience

### Associate Creative Director, Leo Burnett

May 2020-Present

Creating video & written content for a range of clients including Kellogg's, Marlboro & more.

### Copywriter, we are unlimited

Feb 2017-May 2020

Whipping up TV and social for a variety of campaigns, including Happy Meal and McRib. Seriously.

### Copywriter, Walton Isaacson

Feb 2016-Feb 2017

Crafting social and digital copy for State Fair, Tony Roma's BBQ, Miller Lite, Glenlivet scotch and Terremoto tequila.

### Copywriter, commonground/MGS

May 2015-Dec. 2015

Crafting television and radio scripts for clients including American Family Insurance, Bombay Sapphire and the Illinois Lottery. Concepting campaigns, with executions across print, retail and digital spaces.

### Music Writer/Producer, ABC News Radio

June 2011-June 2013

Wrote and edited entertainment stories for ABC's website and mobile feeds. Regularly interviewed music artists, including Pharrell Williams, Miguel and 50 Cent.

### Writer, The Associated Press

June 2006-present

Currently, working as a freelance writer, penning album reviews and artist profiles for AP's music desk. Previously, served as a broadcast editor. Duties included crafting radio briefs that covered everything from agriculture and crime, to sports and politics.

## Education

### Chicago Portfolio School

June 2014

Copywriting track.

### Indiana University | Bloomington, IN

B.A. Journalism

## Skills

Extensive knowledge of AP Style. Experience with Web and blog content management systems.